



KSTU  
5020 W. Amelia Earhart Dr.  
Salt Lake City, UT 84116  
(801)532-1300

# CONTRACT

Contract / Revision .569910 /		Alt Order #
Product Matheson for Congress 2012		
Contract Dates 10/29/12 - 11/06/12	Estimate # 11638	
Advertiser Matheson/D/Congress		Original Date / Revision 08/21/12 / 10/30/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KSTU	Account Executive Kent Carbon	Sales Office Salt Lake City
Special Handling		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

And:

Media Strategies & Research  
1580 Lincoln St  
Suite 510  
Denver, CO 80203

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals		
										Type	Spots	Amount
1	13	10/29/12	11/06/12	M-F 5a-530a	5a-530a		:30			NM	7	\$1,225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/29/12	11/04/12	11111---					5	\$175.00			
Week:	11/05/12	11/11/12	11-----					2	\$175.00			
2	13	10/29/12	11/06/12	M-F 530a-6a	530a-6a		:30			NM	7	\$1,225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/29/12	11/04/12	11111---					5	\$175.00			
Week:	11/05/12	11/11/12	11-----					2	\$175.00			
3	13	10/29/12	11/06/12	M-F 6a-7a	6a-7a		:30			NM	7	\$2,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/29/12	11/04/12	11111---					5	\$375.00			
Week:	11/05/12	11/11/12	11-----					2	\$375.00			
4	13	10/29/12	11/06/12	M-F 7a-8a	7a-8a		:30			NM	10	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/29/12	11/04/12	11121---					6	\$375.00			
Week:	11/05/12	11/11/12	22-----					4	\$375.00			
5	13	10/29/12	11/06/12	M-F 8a-9a	8a-9a		:30			NM	9	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/29/12	11/04/12	11111---					5	\$375.00			
Week:	11/05/12	11/11/12	22-----					4	\$375.00			
6	13	10/29/12	11/04/12	Sa 7a-9a	7a-9a		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/29/12	11/04/12	-----S-					1	\$325.00			
7	13	10/29/12	11/04/12	Su 7a-9a	7a-9a		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/29/12	11/04/12	-----S					1	\$325.00			
E	8	13	10/29/12	11/04/12	M-F 9a-10a	9a-10a		:30		NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/29/12	11/04/12	-11----					2	\$150.00			
9	13	10/29/12	11/04/12	M-F 10a-11a	10a-11a		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/29/12	11/04/12	----F--					1	\$150.00			
10	13	10/29/12	11/04/12	M-F 11a-12p	11a-12p		:30			NM	2	\$350.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision	Alt Order #	
569910 /		
Contract Dates	Product	Estimate #
10/29/12 - 11/06/12	Matheson for Congress	211638
Advertiser		
Matheson/D/Congress		
Original Date / Revision		
08/21/12 / 10/30/12		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Totals			
										Type	Spots	Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>									
		Week: 10/29/12	11/04/12	1-1----				2	\$175.00				
11	13	10/29/12	11/05/12	M-F 3p-4p			:30			NM	6	\$1,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>									
		Week: 10/29/12	11/04/12	11111--				5	\$200.00				
		Week: 11/05/12	11/11/12	1-----				1	\$200.00				
12	13	10/29/12	11/05/12	M-F 4p-5p			:30			NM	6	\$1,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>									
		Week: 10/29/12	11/04/12	11111--				5	\$200.00				
		Week: 11/05/12	11/11/12	1-----				1	\$200.00				
13	13	10/29/12	11/05/12	M-F 5p-530p			:30			NM	6	\$1,800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>									
		Week: 10/29/12	11/04/12	11111--				5	\$300.00				
		Week: 11/05/12	11/11/12	1-----				1	\$300.00				
E	14	13	10/29/12	11/05/12	M-F 530p-6p			:30			NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>									
		Week: 10/29/12	11/04/12	11111--				5	\$400.00				
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>			
		1	13	10/29/12-11/04/12	M-F 530p-6p	530p-6p	MTuWThF---	:30	\$400.00	NM			
		<i>Credited</i>											
		Week: 11/05/12	11/11/12	1-----				1	\$400.00				
15	13	10/29/12	11/04/12	Su 5p-530p			:30			NM	2	\$700.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>									
		Week: 10/29/12	11/04/12	-----S				2	\$350.00				
E	16	13	10/29/12	11/04/12	FOX Prime Monday 7-8p			:30			NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>									
		Week: 10/29/12	11/04/12	M-----				1	\$1,800.00				
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>			
		1	13	10/29/12-11/04/12	FOX Prime Monday 7-8p	7p-8p	M-----	:30	\$1,800.00	NM			
		<i>See MG 16.2</i>											
		2	13	10/29/12-11/04/12	FOX Prime Friday 7-8p	7p-8p	-----F---	:30	\$1,800.00	NM			
		<u>MG</u>	<u>for 16.1</u>	<u>10/29</u>									
17	13	10/29/12	11/05/12	M-F 9p-1005p			:30			NM	6	\$9,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>									
		Week: 10/29/12	11/04/12	11111--				5	\$1,500.00				
		Week: 11/05/12	11/11/12	1-----				1	\$1,500.00				
18	13	10/29/12	11/04/12	Sa 9p-1005p			:30			NM	1	\$800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>									
		Week: 10/29/12	11/04/12	-----S-				1	\$800.00				
19	13	10/29/12	11/04/12	Su 9p-1005p			:30			NM	1	\$1,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>									
		Week: 10/29/12	11/04/12	-----S				1	\$1,500.00				
20	13	10/29/12	11/04/12	M-F 1005p-1035p			:30			NM	1	\$400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>									
		Week: 10/29/12	11/04/12	-T-----				1	\$400.00				
21	13	11/05/12	11/05/12	M-F 12p-1230p			:30			NM	1	\$125.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>									
		Week: 11/05/12	11/11/12	M-----				1	\$125.00				
22	13	10/29/12	11/05/12	M-F 630p-7p			:30			NM	2	\$900.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>									
		Week: 10/29/12	11/04/12	---1---				1	\$450.00				

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569910 /		
Contract Dates	Product	Estimate #
10/29/12 - 11/06/12	Matheson for Congress	111638
Advertiser		
Matheson/D/Congress		
Original Date / Revision		
08/21/12 / 10/30/12		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals		
										Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week:										
Week: 11/05/12		11/05/12	11/11/12	1-----				1	\$450.00			
N 23 13	11/02/12	11/02/12	M-F	10a-11a	10a-11a		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week:										
Week: 10/29/12		10/29/12	11/04/12	----F--				1	\$150.00			
N 24 13	10/29/12	11/05/12	M-F	5p-530p	5p-530p		:30			NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week:										
Week: 10/29/12		10/29/12	11/04/12	11-----				2	\$800.00			
Week: 11/05/12		11/05/12	11/11/12	1-----				1	\$800.00			
N 25 13	11/05/12	11/06/12	M-F	6a-7a	6a-7a		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week:										
Week: 11/05/12		11/05/12	11/11/12	1-----				1	\$375.00			
N 26 13	10/29/12	11/05/12	M-F	530p-6p	530p-6p		:30			NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week:										
Week: 10/29/12		10/29/12	11/04/12	--11---				2	\$900.00			
Week: 11/05/12		11/05/12	11/11/12	1-----				1	\$900.00			
N 27 13	10/29/12	11/04/12	M-F	7a-8a	7a-8a		:30			NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week:										
Week: 10/29/12		10/29/12	11/04/12	11--1--				3	\$600.00			
N 28 13	11/02/12	11/02/12	M-F	530p-6p	530p-6p		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week:										
Week: 10/29/12		10/29/12	11/04/12	----1--				1	\$900.00			
N 29 13	11/05/12	11/05/12	M-F	530p-6p	530p-6p		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week:										
Week: 11/05/12		11/05/12	11/11/12	M-----				1	\$900.00			
N 30 13	10/29/12	11/04/12	Sa	9p-1005p	9p-1005p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week:										
Week: 10/29/12		10/29/12	11/04/12	----S-				1	\$1,500.00			

Totals

99 \$45,800.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	99	\$45,800.00	\$38,930.00
Totals	99	\$45,800.00	\$38,930.00

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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